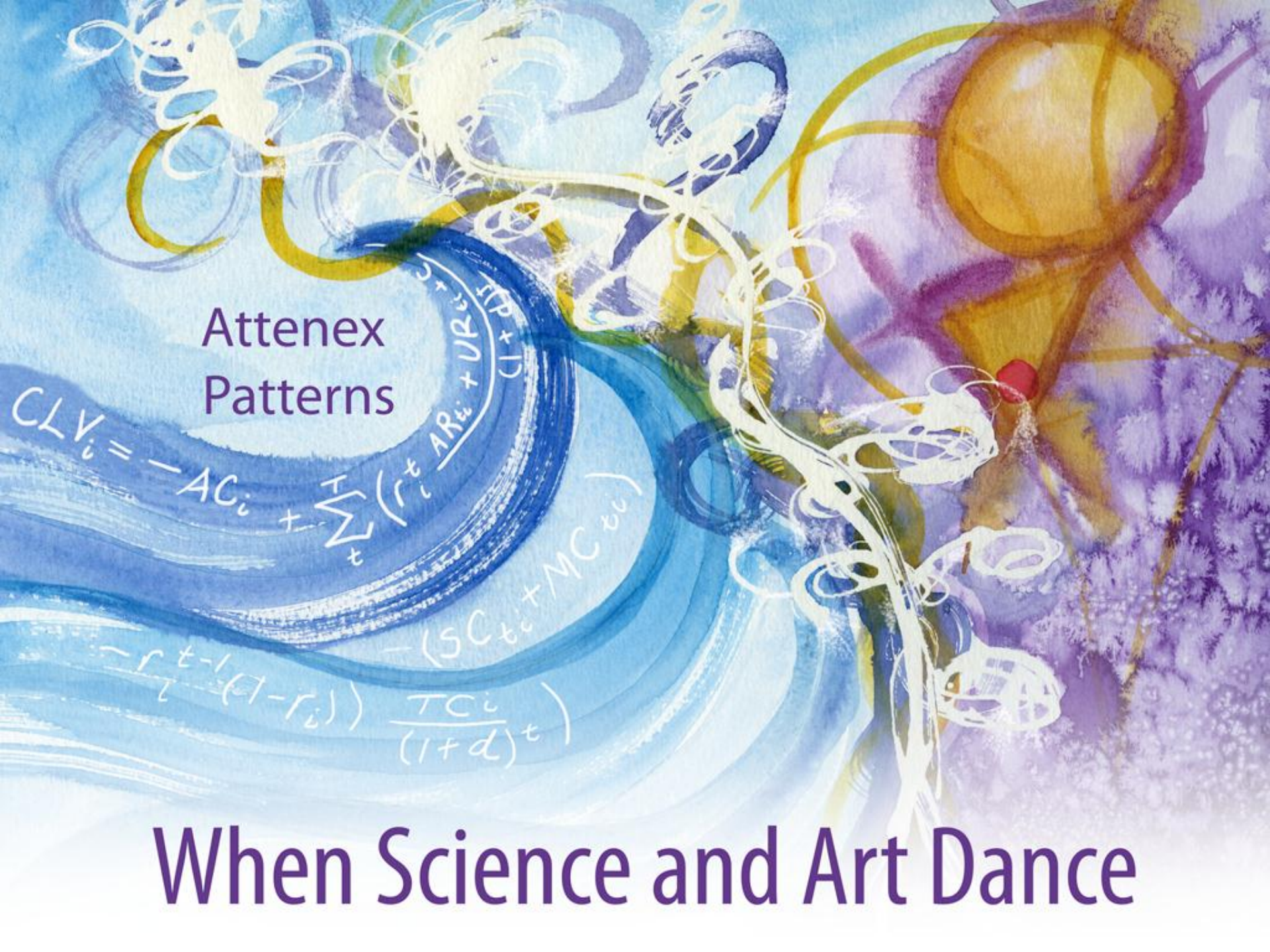


When Science and Art Dance

See What Matters

Design What Matters

Sleep and Poetry

John Keats

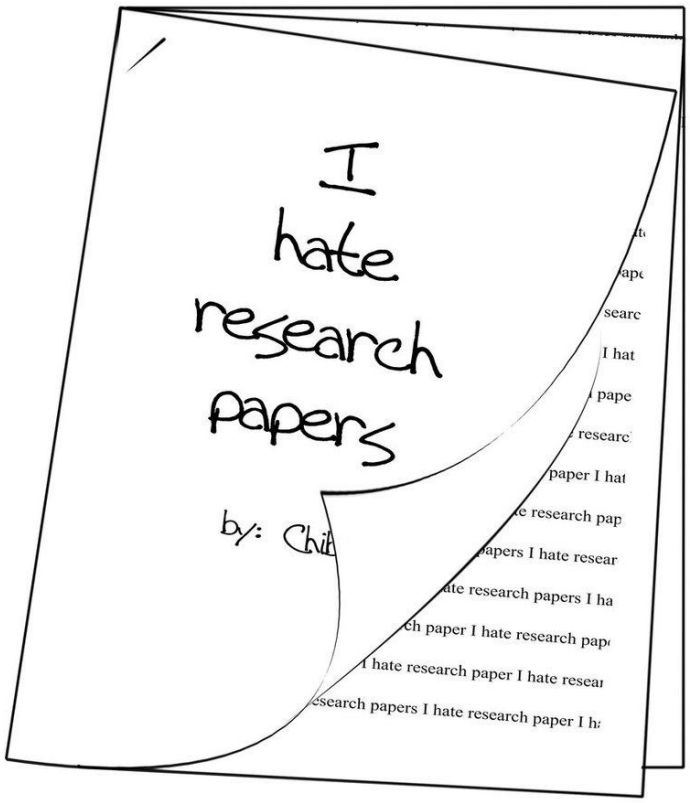
WHAT is more gentle than a wind in summer?
What is more soothing than the pretty hummer
That stays one moment in an open flower,
And buzzes cheerily from bower to bower?
What is more tranquil than a musk-rose blowing
In a green island, far from all men's knowing?
More healthful than the leafiness of dales?
More secret than a nest of nightingales?
More serene than Cordelia's countenance?

More full of **visions** than a high romance?
What, but thee Sleep? Soft closer of our eyes!

Discover

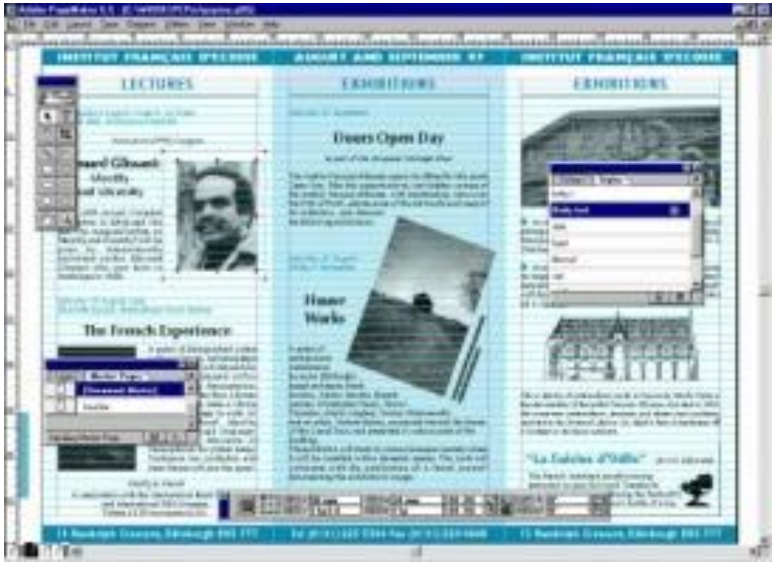
Author

Share

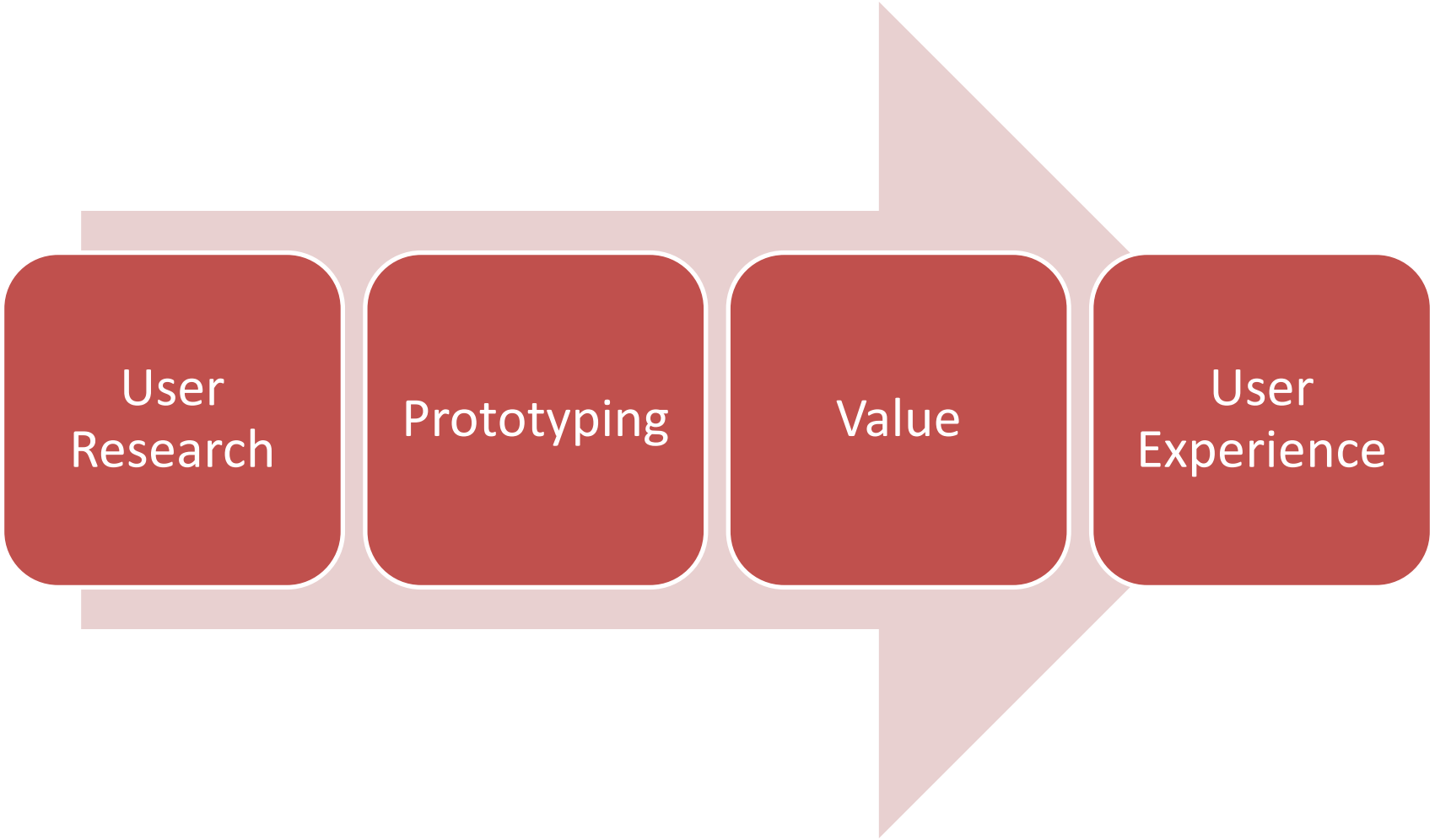


Share

Author



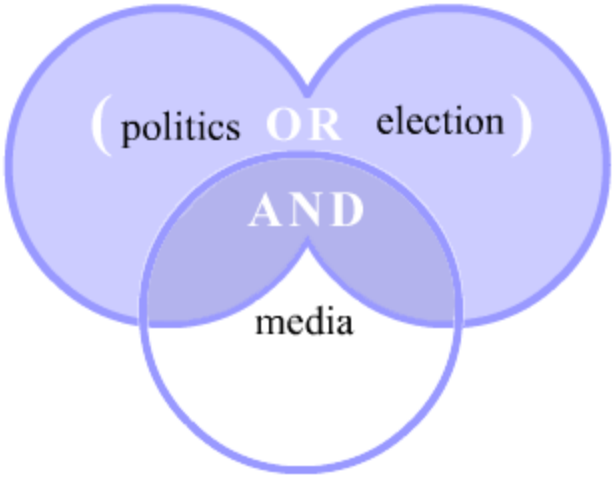
Human Centered Design

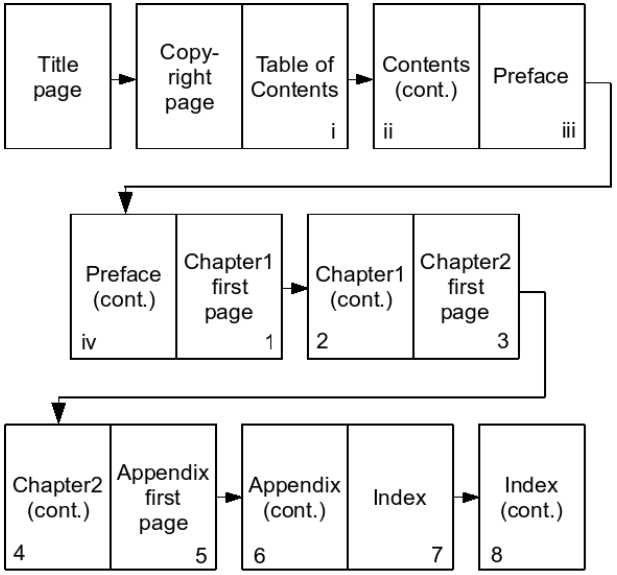


See What Matters

Destruction Services • Film & Sound Archives
PIERCE LEAHY ARCHIVES
CA Curtis Archives

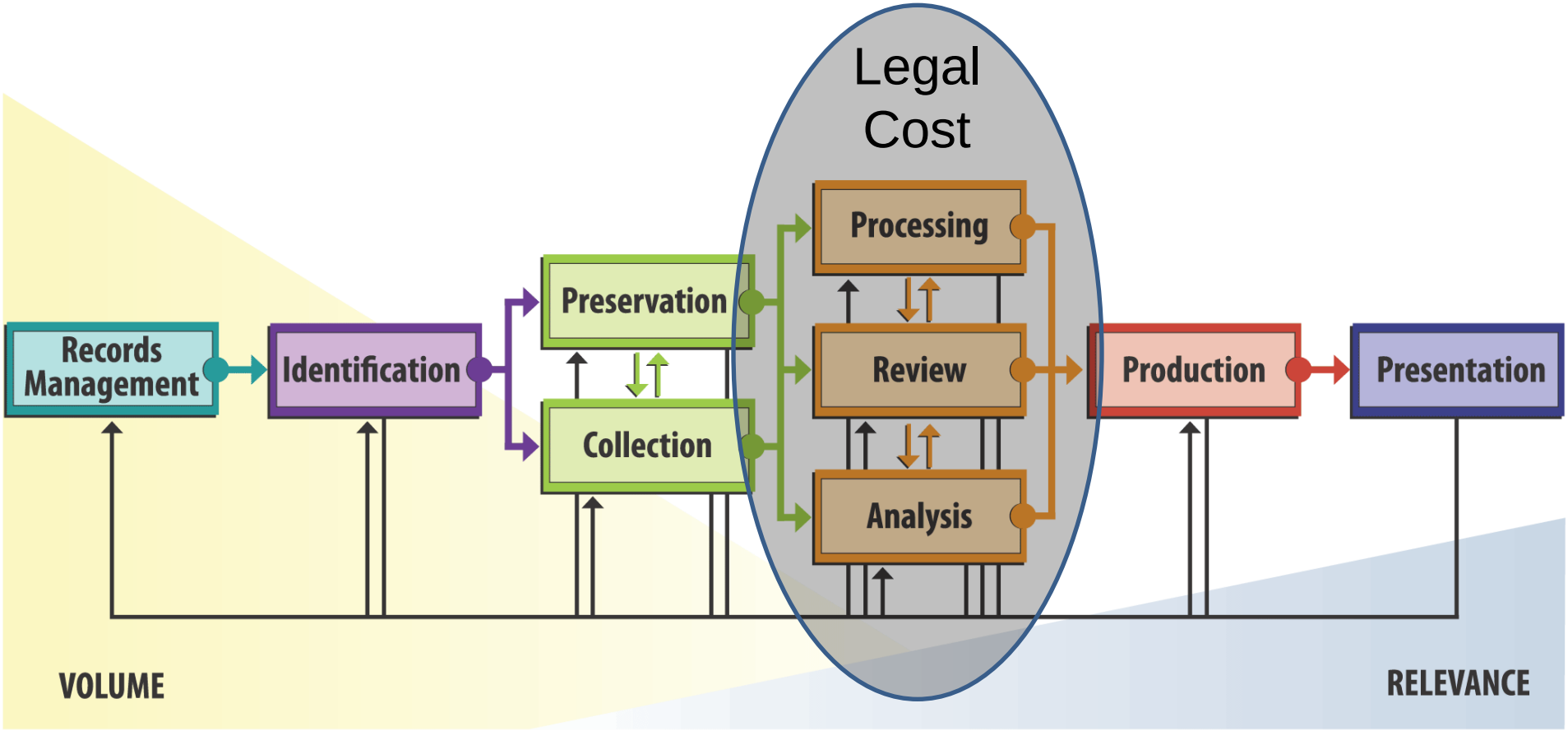
See What Matters - Insights





DEFINITIONS

Discover
Follow the Money



IN-SPIRE

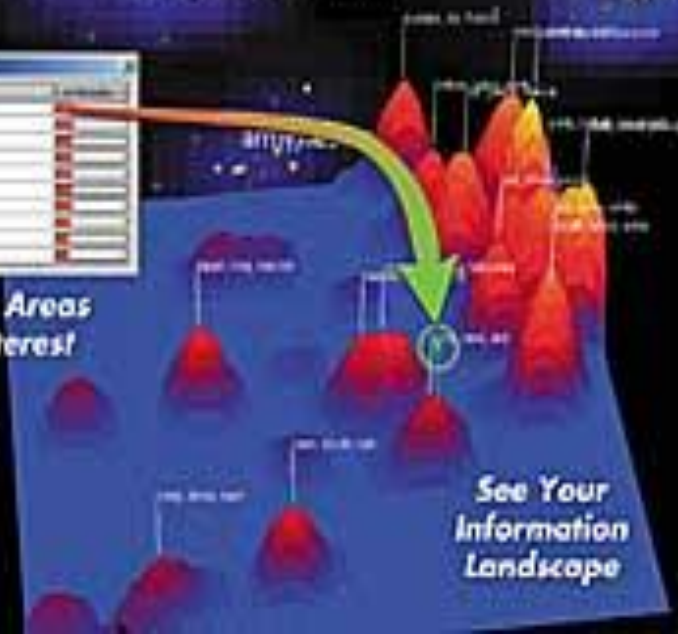
Discover Trends Over Time

Organize Your Documents

View Documents and Term of Interest

Get the "GIST" of Selected Documents

Probe Areas of Interest

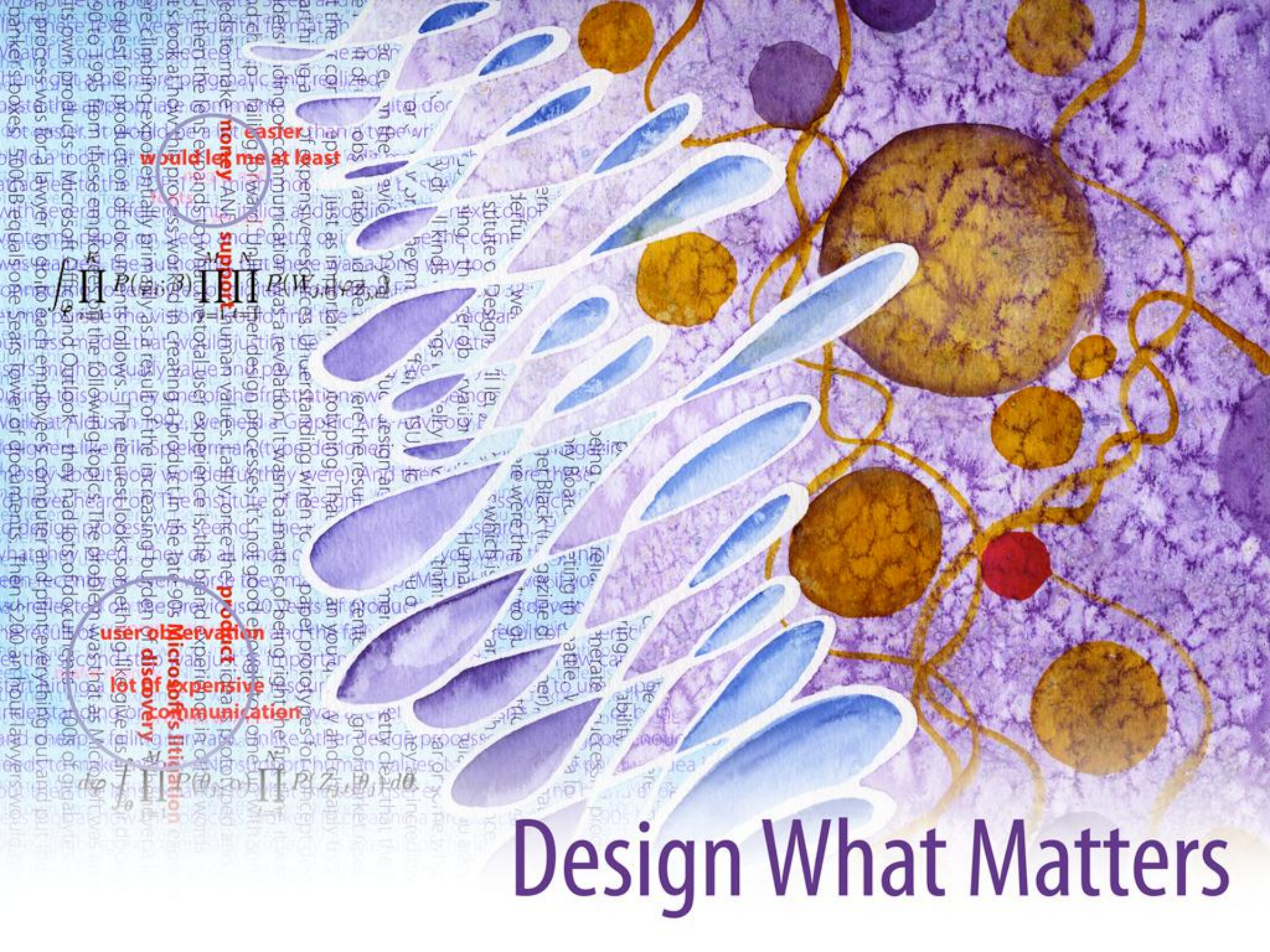


See Your Information Landscape

ABA JOURNAL

THE BILLABLE HOUR MUST DIE

SCOTT TUROW ON WHY IT'S BAD FOR YOUR BUSINESS



Design What Matters

Visual Analytics
When Science and Art Dance

$$d_{cluster} = \sum_{i \to n} \mathrm{doc}_{term_i} \cdot \mathrm{cluster}_{term_i}$$

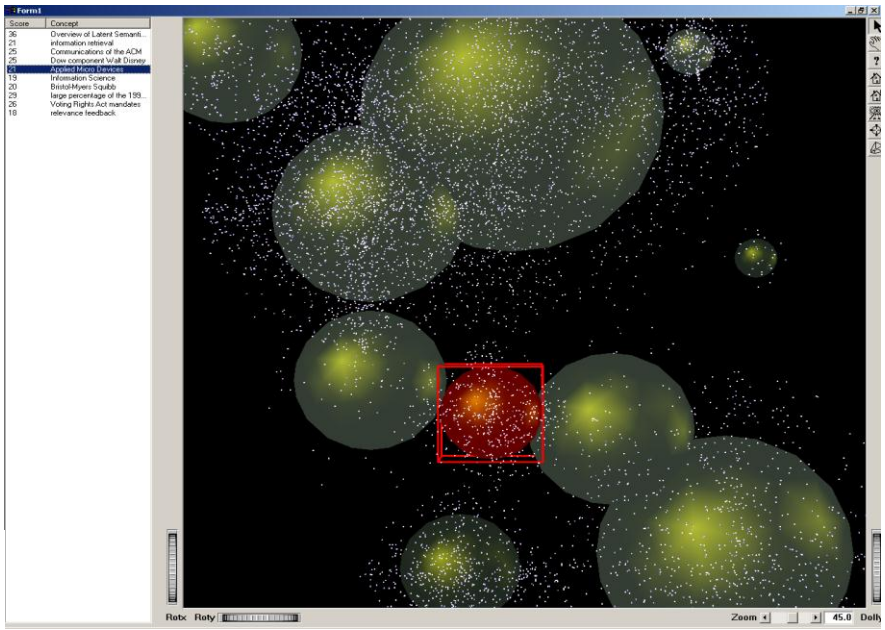
$$1 \cdot d_i^2 + (2 \cdot d_j \cos\theta) \cdot d_i = (d_j^2 - [r_i + r_j]^2) = (2)$$

$$1 \cdot d_i^2 + (2 \cdot d_j \cos\theta) \cdot d_i - (d_j^2 [r_i + r_j]^2) = 0$$

$$d_i = \frac{(2 \cdot d_j \cos\theta) \pm \sqrt{(2 \cdot d_j \cos\theta)^2 - 4 \cdot 1 \cdot (d_j^2 - [r_i + r_j]^2)}}{2 \cdot 1}$$

$$d_i = \frac{(2 \cdot d_j \cos\theta) \pm \sqrt{(2 \cdot d_j \cos\theta)^2 - 4 \cdot (d_j^2 - [r_i + r_j]^2)}}{2}$$

$$perplexity(\mathcal{D}_{\text{test}}) = \exp\left\{ -\frac{\sum_{d=1}^{M} \log p(\mathbf{w}_d)}{\sum_{d=1}^{M} N_d} \right\}.$$

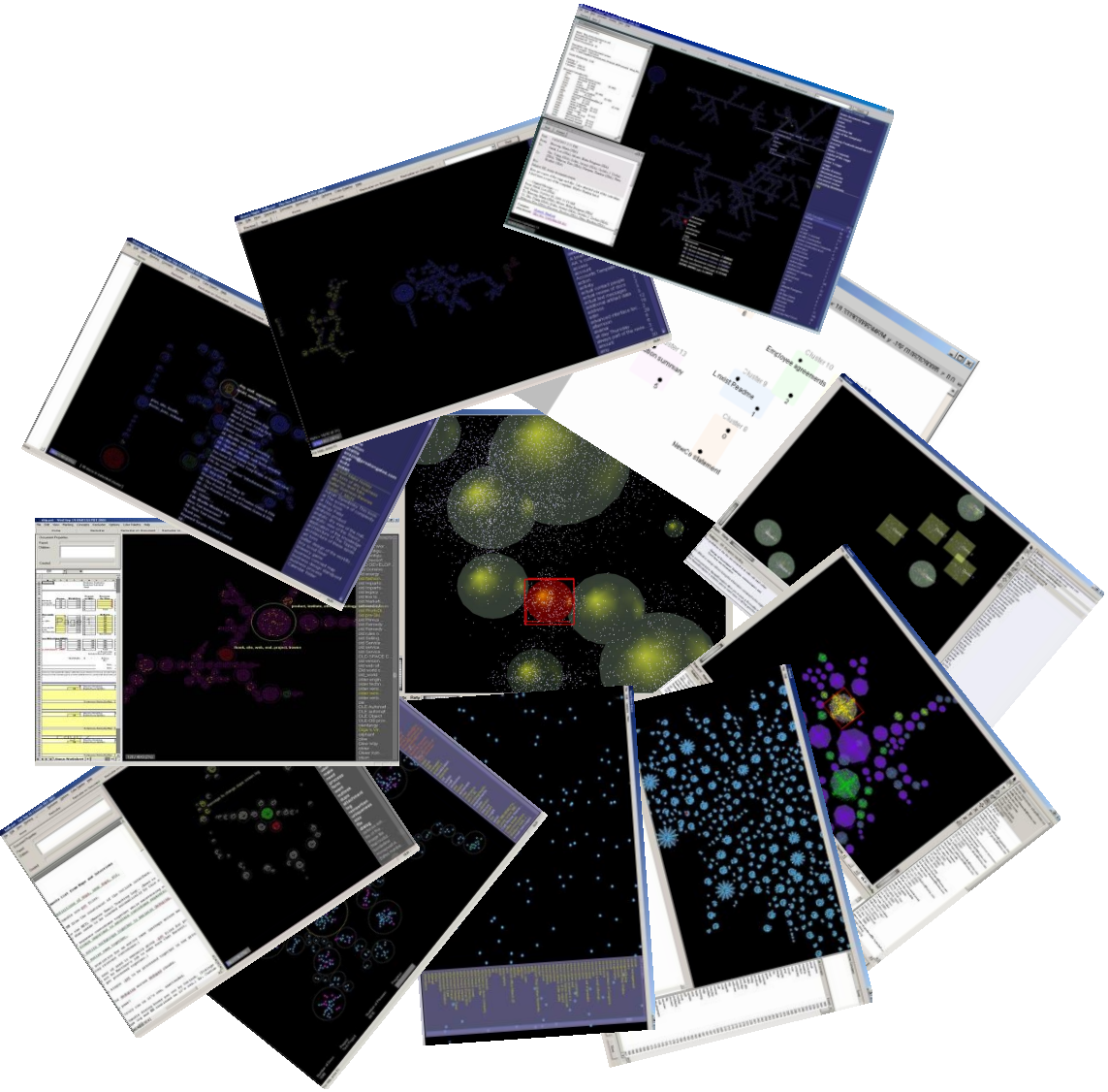


Content Analytics

Visualization

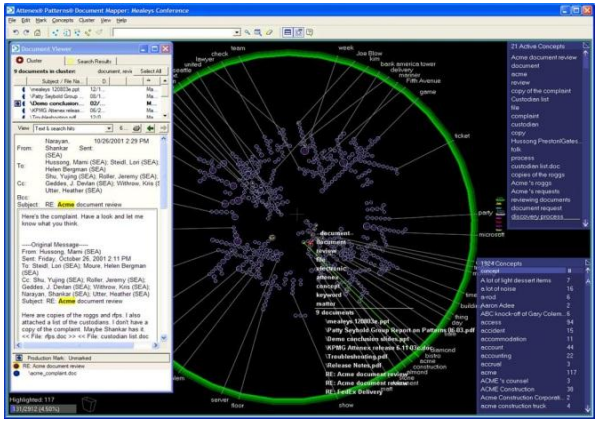
Metric Based Development

Rapid Prototyping

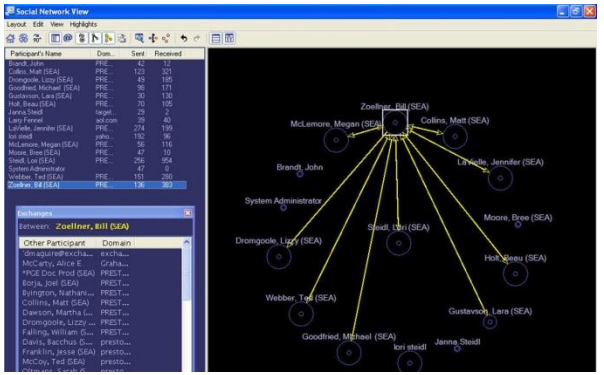


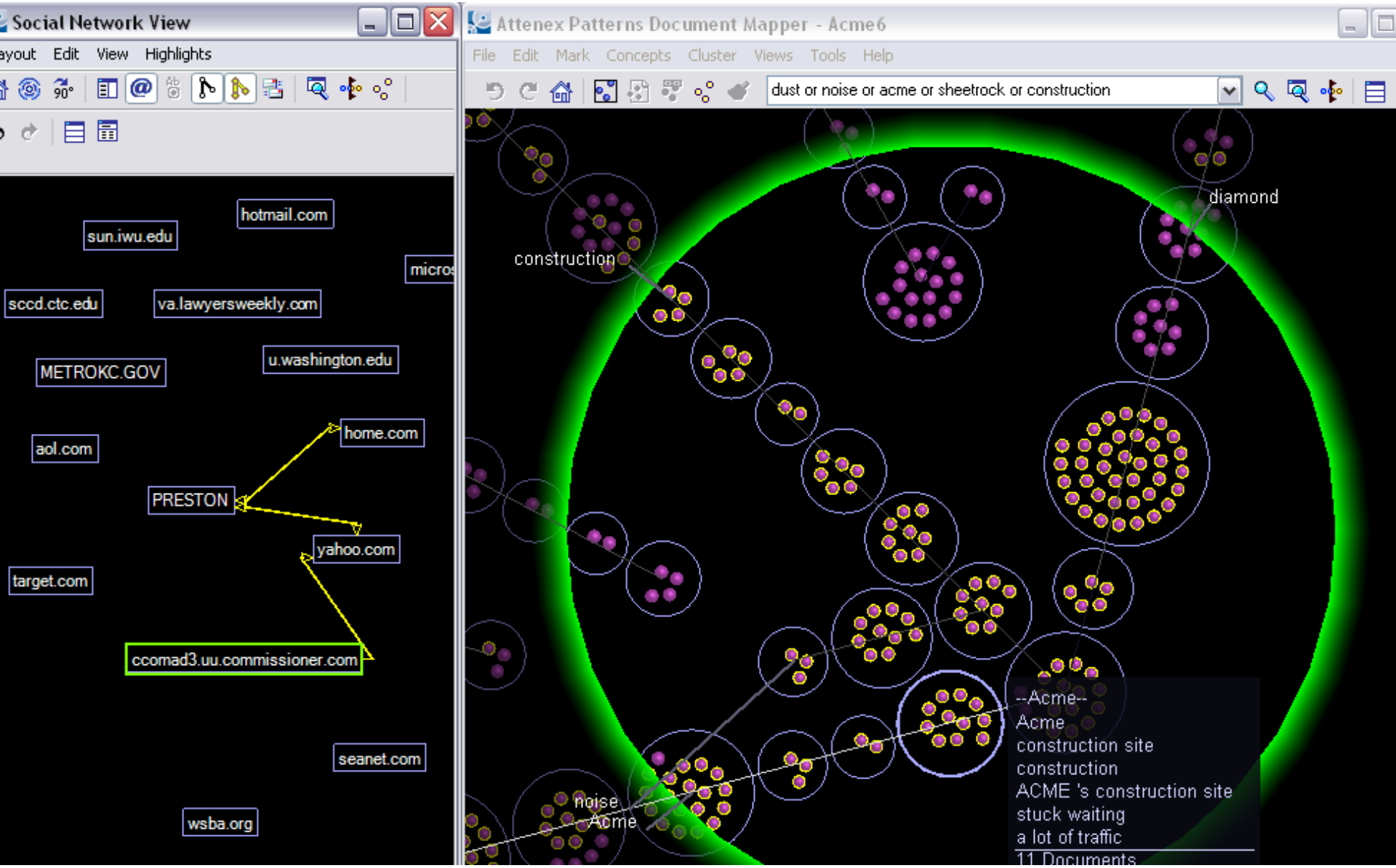
V2

V3



V4

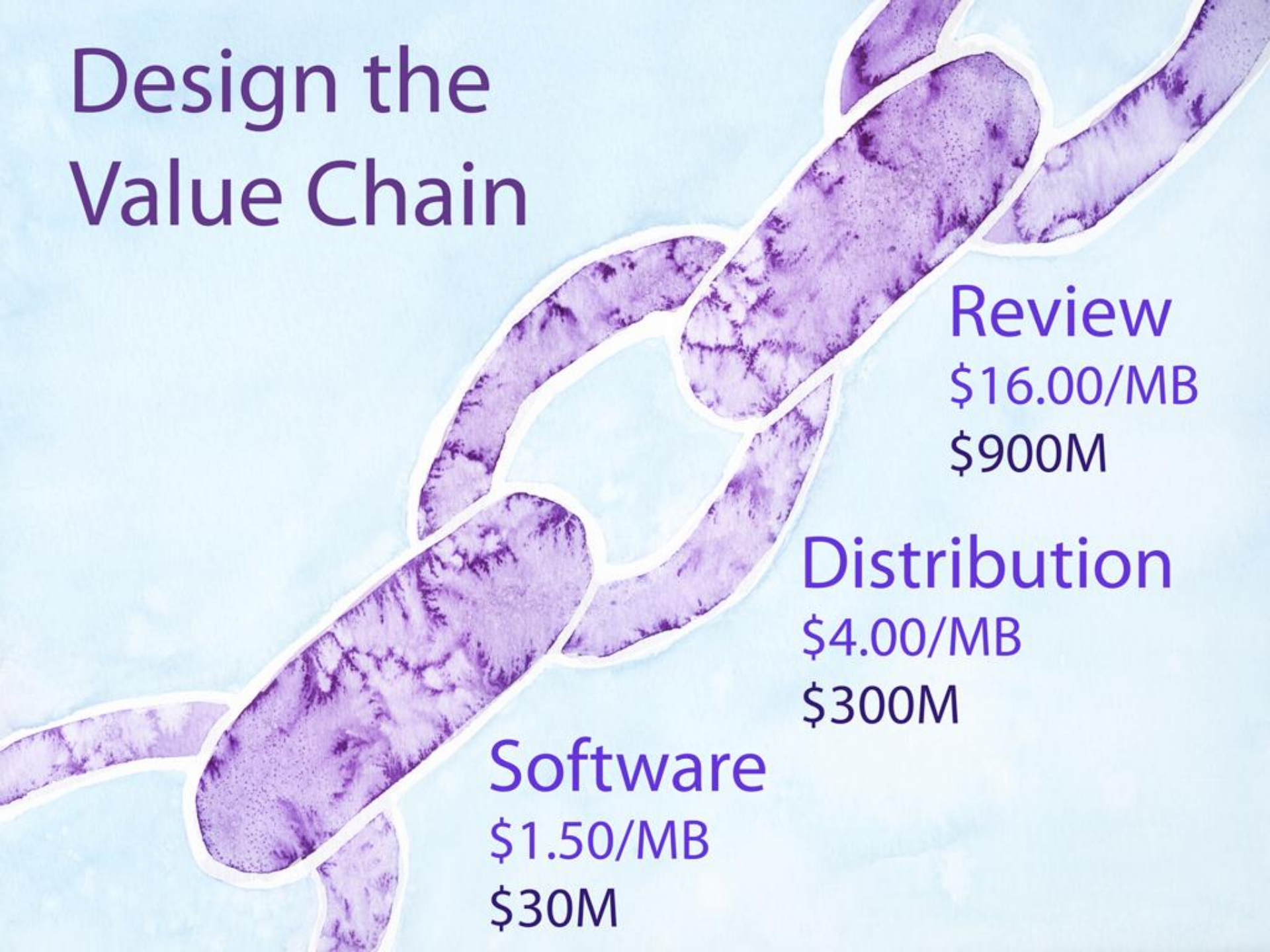



Social Network View
ayout Edit View Highlights
hotmail.com
sun.iwu.edu
micros
sccd.ctc.edu
va.lawyersweekly.com
METROKC.GOV
u.washington.edu
aol.com
home.com
PRESTON
yahoo.com
target.com
ccomad3.uu.commissioner.com
seanet.com
wsba.org
Attenex Patterns Document Mapper - Acme6
File Edit Mark Concepts Cluster Views Tools Help
dust or noise or acme or sheetrock or construction
construction
diamond
noise
Acme
--Acme--
Acme
construction site
construction
ACME 's construction site
stuck waiting
a lot of traffic
11 Documents

Value That Matters

Value Creation

- 2001: 200 attorneys 1 year, **$18M**
- 2003: 100 attorneys, 3 weeks, **$6M**
- 2006: 65 attorneys, 2 days, **$2M**

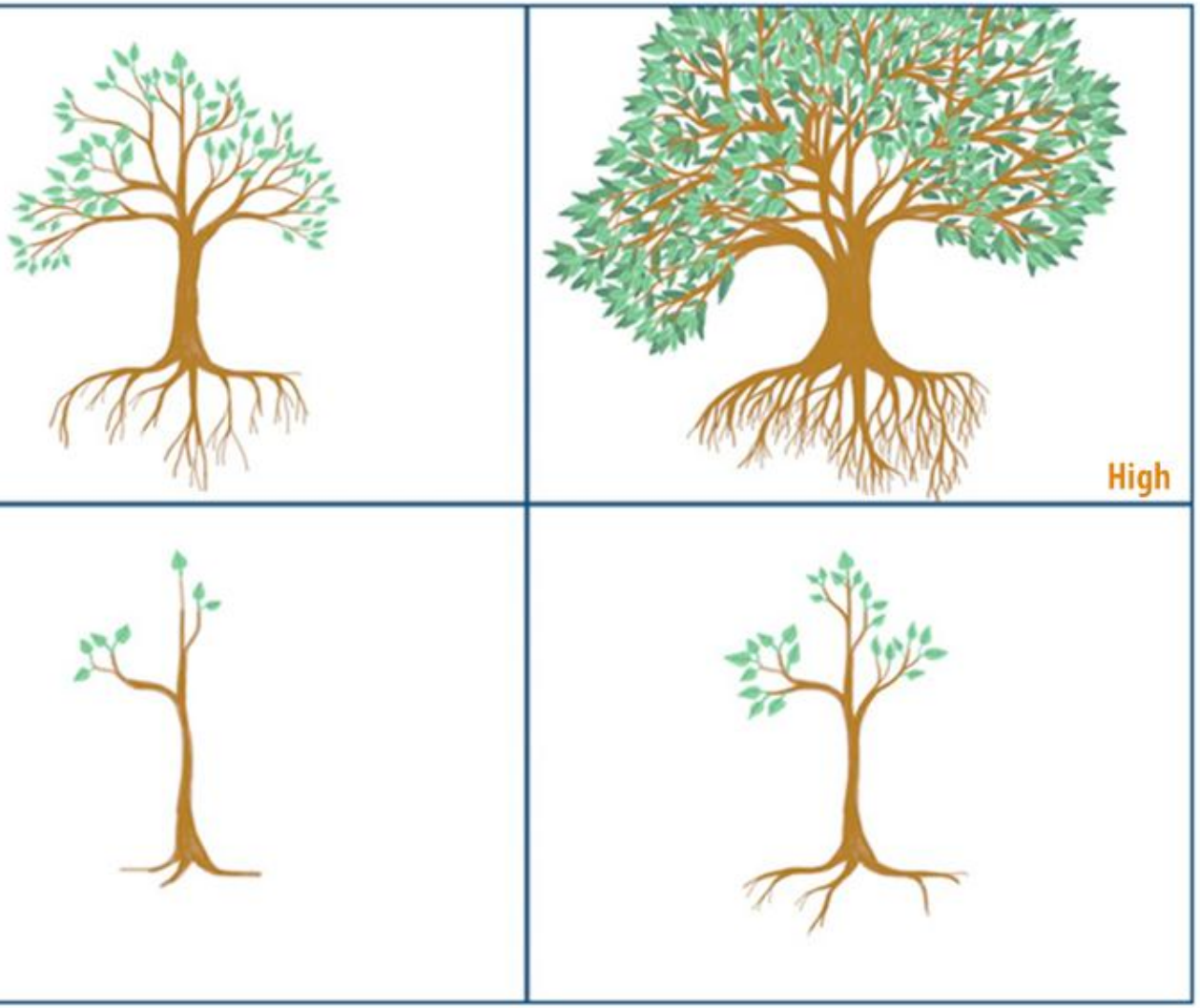

Design the Value Chain
Review
$16.00/MB
$900M
Distribution
$4.00/MB
$300M
Software
$1.50/MB
$30M

Valuation Capture

Structural Capital

Software: 4-6x

Content: 1-20x



Relationship Capital

High

Low

Contingent Services: 1-2x

Human Capital

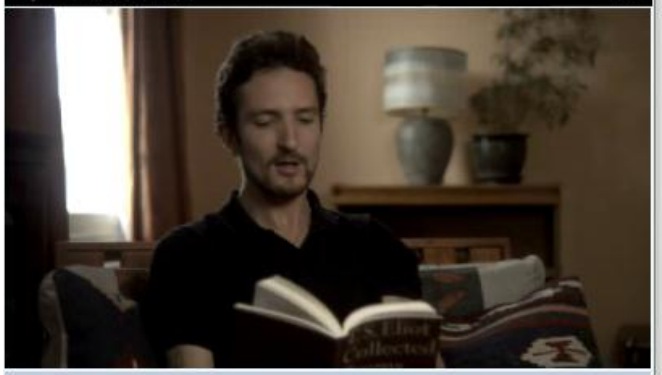
Professional Services: 1-2x

What's Next?

Stories That Matter

Integrated Media

PERSPECTIVES



Frank Turner

Originally the lead singer in a hardcore punk band, Frank Turner went solo in 2005, reinventing himself as a folk singer-songwriter. Signed to Xtra Mile Recordings, Frank has released three critically acclaimed solo albums to date, as well as a series of Top 40 singles. His lyrics are heavily influenced by the work of T. S. Eliot.

Bob Dylan and Eliot

Eliot's personal influence

History and *The Waste Land*

The Waste Land's lyrical qualities

Reading the end of 'The Burial of The Dead' ✓

Jeanette Winterson

Is Eliot difficult?

Eliot and technology

Eliot's sensitivity

Eliot's vision of the future

Voices in *The Waste Land*

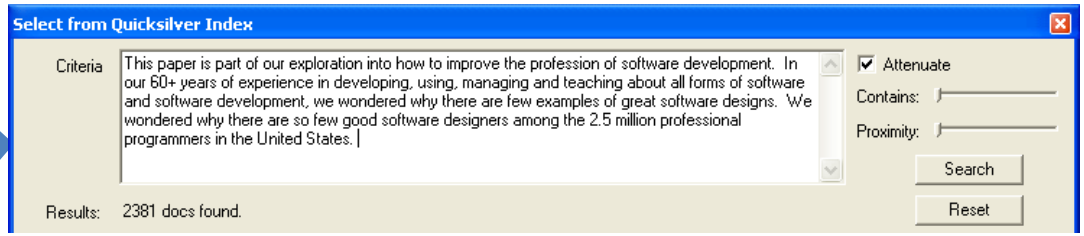
Why *The Waste Land* is unique

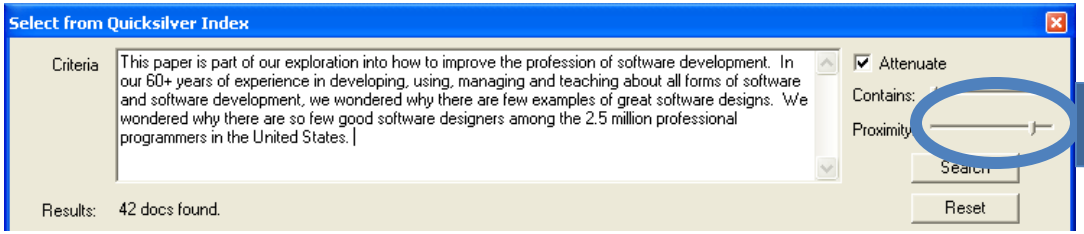
▶ I. THE BURIAL OF THE DEAD

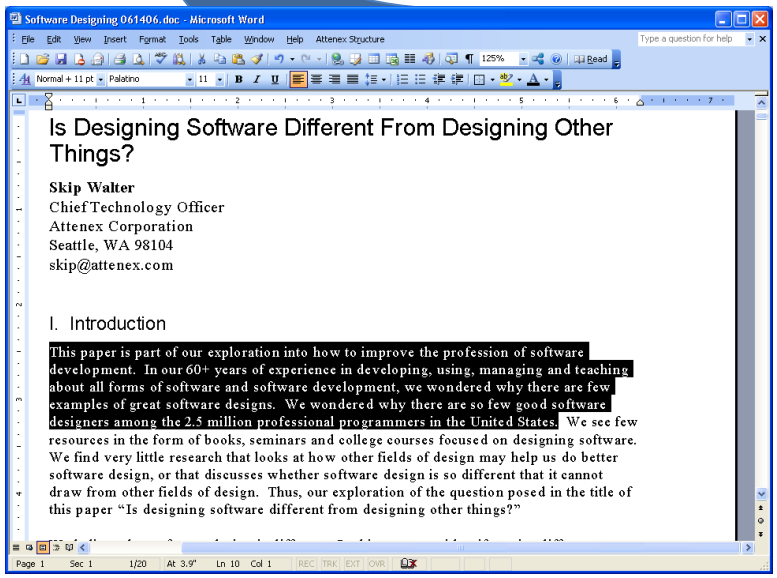
Tell her I bring the horoscope myself:
One must be so careful these days.

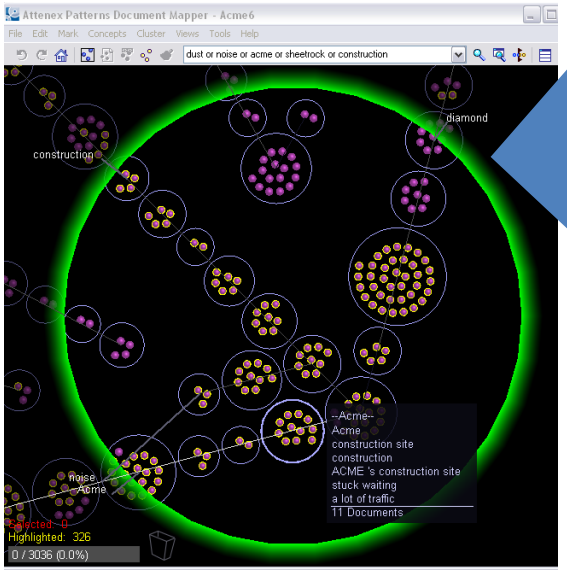
Unreal City,
Under the brown fog of a winter dawn,
A crowd flowed over London Bridge, so many,
I had not thought death had undone so many.
Sighs, short and infrequent, were exhaled,
And each man fixed his eyes before his feet.
Flowed up the hill and down King William Street,
To where Saint Mary Woolnoth kept the hours
With a dead sound on the final stroke of nine.
There I saw one I knew, and stopped him, crying: 'Stetson!
'You who were with me in the ships at Mylae!
'That corpse you planted last year in your garden,
'Has it begun to sprout? Will it bloom this year?
'Or has the sudden frost disturbed its bed?
'O keep the Dog far hence, that's friend to men,
'Or with his nails he'll dig it up again!
'You! hypocrite lecteur! – mon semblable, – mon frère!'

Personal Authoring & Discovering









Reader
Author
Clan
Community
Potential to Discover

William Blake

See What Matters

Design What Matters

Conversation?

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www.skipwalter.net/designstrategy
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